*Template ask to attend Spring Convention*

*We recommend that you personalize this letter as much as possible. The more personal and genuine the ask, the more likely that you’ll receive funding.*

Date

Dear <*Manager/Adviser/Department Chair>*

I would like to attend the College Media Association’s Spring National College Media Convention in New York City this March, and I am seeking funding from <*appropriate organization/publication/budget*>.

The Spring National College Media Convention is the premiere event for college media students and their advisers. It offers more than 250 educational sessions covering topics that are relevant to my work at <*Publication*>. The challenges we’re facing around <*topic relevant to your program’s needs*> will be covered by leading media professionals and experts. I’ve already identified a few sessions that will help me to learn more about that, including <*if possible, include a few session titles that you would plan to attend*>. The lessons and trends I learn about can be shared with my peers when I return so we can tackle that problem.

I also hope to take advantage of the Critiques program at the event, where our publication will get 50 minutes of an expert’s undivided attention to provide feedback. It will be so helpful for <*Publication*> to be reviewed by a third party.

Networking with the conference trade show vendors will also prove to be valuable for our program. I plan to visit with 3 key vendors at the conference*< insert 3 vendor names>* to help assist me with <*our current budget restructuring needs, our need for a new platform to help us with X issue, insert your own*>.

The cost to attend the conference will be the registration fee, travel expenses, hotel, a meal per Diem and parking. <*remove any items that you aren’t asking to be covered*>. The total cost for the conference is *<fill in blank>.* The estimated cost breakdown is:

|  |  |  |
| --- | --- | --- |
| **Item** | **Calculation** | **Fee** |
| Conference registration | *$X per student* |  |
| Hotel | *$X for hotel, plus taxes and fees* |  |
| Airfare |  |  |
| Transportation to and from hotel/parking (if needed) |  |  |
| Meals |  |  |
| Total |  |  |

Please check out the conference website at cmanycspring.com to learn more. Our participation is an investment in our publication. It is an opportunity for me to network with peers at other publications across the country, learn from educational sessions, and meet with industry vendors. My attendance at this conference is a wise investment and will pay off for years to come.

Sincerely,